NYLX-125682502 SERFF Tracking Number: State: Arkansas Filing Company: State Tracking Number: 39215 New York Life Insurance Company

Company Tracking Number: LTCAR0023501A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

CP Adv Natl Cons - Prod Spec/LTCAR0023501A01 Project Name/Number:

Filing at a Glance

Company: New York Life Insurance Company

Product Name: CP Adv Natl Cons - Prod Spec SERFF Tr Num: NYLX-125682502 State: ArkansasLH TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 39215

Co Tr Num: LTCAR0023501A01 State Status: Filed-Closed Sub-TOI: LTC03I.001 Qualified Filing Type: Advertisement Co Status: Reviewer(s): Harris Shearer

> Author: SPI NewYorkLifeInsCoLTC Disposition Date: 07/17/2008 Date Submitted: 06/05/2008 Disposition Status: Filed-Closed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: CP Adv Natl Cons - Prod Spec Status of Filing in Domicile: Project Number: LTCAR0023501A01 Date Approved in Domicile: Requested Filing Mode: File & Use Explanation for Combination/Other: Market Type: Individual Submission Type: New Submission Group Market Size:

Overall Rate Impact:

Filing Status Changed: 07/17/2008 State Status Changed: 07/17/2008 Corresponding Filing Tracking Number:

Filing Description:

June 5, 2008

Mr. John Shields

Officer in Charge of Health Compliance

Life and Health Division

Arkansas Department of Insurance

1200 West Third St.

Little Rock, AR 72201-1904

Domicile Status Comments: Group Market Type:

Deemer Date:

SERFF Tracking Number: NYLX-125682502 State: Arkansas
Filing Company: New York Life Insurance Company State Tracking Number: 39215

Company Tracking Number: LTCAR0023501A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Re: New York Life Insurance Company

NAIC # 826-66915; FEIN # 13-5582869

Long-Term Care Advertising Form Number 370282CV

Dear Mr. Shields,

The above-captioned form is being submitted for your review. The form is new and does not replace any previously approved form.

We consider this advertising form an invitation to inquire. The form has general information on partnership programs for long-term care insurance. It is a concept paper that will be available to prospects, clients and businesses distributed by our agents or the Company directly.

We want to have the right to use this piece in other media as images of these pages including New York Life Insurance Company websites, New York Life agents' websites, or other websites advertising New York Life Insurance Company's long-term care insurance policies, such as a sponsoring organization (employer or association) website.

To the best of our knowledge and belief, this filing is complete and is intended to comply with the insurance laws and regulations of your jurisdiction.

Should you have any questions or need additional information, please do not hesitate to contact me at 1-800-723-5555, ext. 5584. Thank you for your assistance.

Sincerely,

Susan Byrnes

Senior Contract Compliance Associate

Attachment(s)

SERFF Tracking Number: NYLX-125682502 State: Arkansas
Filing Company: New York Life Insurance Company State Tracking Number: 39215

Company Tracking Number: LTCAR0023501A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Company and Contact

Filing Contact Information

Susan Byrnes, Sr. Contracts & Compliance sbyrnes@newyorklifeltc.com

Associate

6200 Bridge Point Parkway Suite 400 (512) 703-5555 [Phone] Austin, TX 78730-5006 (512) 703-5564[FAX]

Filing Company Information

New York Life Insurance Company CoCode: 66915 State of Domicile: New York

6200 Bridge Point Parkway Suite 400 Group Code: 826 Company Type:

Austin, TX 78730 Group Name: State ID Number:

(512) 703-5555 ext. [Phone] FEIN Number: 13-5582869

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00

No

Retaliatory?
Fee Explanation:

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

New York Life Insurance Company \$25.00 06/05/2008 20679185

Company Tracking Number: LTCAR0023501A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Close	d Rosalind Minor (FM)	07/17/2008	07/17/2008

Company Tracking Number: LTCAR0023501A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Disposition

Disposition Date: 07/17/2008

Implementation Date: Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: NYLX-125682502 State: Arkansas
Filing Company: New York Life Insurance Company State Tracking Number: 39215

Company Tracking Number: LTCAR0023501A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Item Type Item Name Item Status Public Access

Supporting Document AR Cvr Ltr (06-05-08), AR NAIC Trans, Filed-Closed Yes

AR Fee Sched Form

Form Concept Paper-Partnership Program Filed-Closed Yes

Company Tracking Number: LTCAR0023501A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Form Schedule

Lead Form Number:

Review	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Status	Number			Data		
Filed-	370282CV	Advertising Concept Paper-	Initial			370282CV.P
Closed		Partnership Program				DF



The State Partnership for Long-Term Care Insurance

The Company You Keep®

It is never too soon to begin planning for your retirement and long-term care insurance can be an important part of a complete retirement plan. In 2006, the federal government passed legislation (The 2005 Deficit Reduction Act) that encouraged personal responsibility for individual long-term care needs and promoted long-term care insurance as a way to help safeguard against the future costs of needing care. The legislation also allowed for individual states to develop long-term care insurance partnership programs. New York Life Insurance Company (New York Life) has voluntarily agreed to participate in these emerging state long-term care partnership programs.

What is a Long-Term Care Insurance Partnership Program?

A long-term care insurance partnership program is a voluntary public/private arrangement between private long-term care insurers and some states' Medicaid/Medical Assistance programs. This partnership is designed to enable people who have purchased qualifying long-term care insurance policies to have some of their assets protected if they later need to access Medicaid benefits.

States that partner with private insurers in this regard utilize a program called "asset disregard" to reward the policyholder for purchasing a partnership-qualifying long-term care insurance policy. Under an asset disregard program, the amount of the policyholder's assets equal to the amount of long-term care insurance benefits received under a qualifying partnership policy may be disregarded for the purpose of determining the insured's eligibility for Medicaid. Please note that it is the state, not the insurance company, who determines Medicaid eligibility.

What are the advantages and disadvantages to having a Partnership Policy?

Whether you choose to buy a policy that is partnership-qualifying or you choose to buy a policy that does not meet partnership-qualifications, you can be assured that New York Life stands behind every policy we sell. The partnership status of a New York Life Long-Term Care Insurance policy has no impact on policy benefit eligibility or premium levels.

The advantage to purchasing a partnership-qualifying policy is that there is a chance that some of your assets could be protected in the future if you were to qualify for Medicaid. There is no extra premium cost for purchasing a partnership-qualifying policy.

Please also note that New York Life's long-term care insurance policy, LTC *Select* Premier, is state specific. In addition, the rules governing what determines if a policy qualifies for partnership are also state specific.

Once a policy is issued, if a policyholder makes any changes to the policy, it may affect the policy's partnership status. The qualifications for a partnership policy depend in part on your age and the type of inflation protection you select and maintain.

Another variable that will determine a policy's partnership status over the long-term is state residency. You could lose partnership-qualifying status if you move to a state that does not have a partnership program or does not agree to provide reciprocal coverage. Finally, partnership policies are dependent upon state and federal law changes. If there is a change in the state's law, it could reduce or eliminate the beneficial treatment to your policy.

370282CV ED. 06.08



New York Life Insurance Company

51 Madison Avenue New York, NY 10010

Long-Term Care Insurance Division 6200 Bridge Point Parkway, Suite 400 Austin, TX 78730

1-800-224-4582

www.newyorklife.com

The purpose of this brochure is solicitation of insurance. An insurance agent may contact you.

New York Life Insurance Company's long-term care insurance is issued on policy form series ILTC-5000 and INH-5000 with a state identifier and edition date. Examples: ILTC-5000 (ID) (1001) and INH-5000 (ID) (1001) for Idaho, ILTC-5000 (NC) (1001) (Rev. 0606) and INH-5000 (NC) (1001) (Rev. 0606) for North Carolina, ILTC-5000 (PA) (1001) and FLTC-5000 (PA) MLP (0503) for Pennsylvania, ILTC-5000 (TN) (1001) and INH-5000 (TN) (1001) for Tennessee, ILTC-5000 (TX) (0305) and INH-5000 (TX) (0305) for Texas.

The policies contain some benefit eligibility restrictions, other limitations and exclusions, as well as terms under which the policies can be continued in force or discontinued, that are common in the industry. For costs and complete details of the coverage call or write your insurance agent or company.

The individual long-term care insurance policies are underwritten by New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010.

State Residency Requirements

If you are a resident of a state in which New York Life **has a state partnership-qualifying policy available** keep the following rules in mind:

- 1. You must buy your policy in the state of your residency for the policy to qualify for Partnership.
- 2. If you buy a Partnership policy in a state other than your resident state, the policy will not be considered a partnership qualified policy.

If you are a resident of a state in which New York Life **does not** have a qualified Partnership Policy available you will not be issued a Partnership qualified policy.

Inflation Protection Requirement

Inflation protection allows your policy benefits to grow over time to help keep pace with the changes in the cost of care and general inflation. Depending on your age, you may be required to purchase (and maintain) inflation protection with your policy in order for the policy to be considered partner-ship-qualified. The following are general requirements. Contact your New York Life agent for state-specific requirements.

Issue Age	Qualifying Inflation Protections
18-60	Annual Compound Inflation Protection required
61-75	Inflation protection required, but does not have to be Annual Compound Inflation Protection
76+	Inflation protection optional

Company Tracking Number: LTCAR0023501A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Rate Information

Rate data does NOT apply to filing.

Company Tracking Number: LTCAR0023501A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023501A01

Supporting Document Schedules

Review Status:

Satisfied -Name: AR Cvr Ltr (06-05-08), AR NAIC Filed-Closed 07/17/2008

Trans, AR Fee Sched Form

Comments:

Attachments:

AR Cvr Ltr (06-05-08).PDF

AR NAIC Trans .PDF

AR Fee Sched Form .PDF



New York Life Insurance Company

Long-Term Care Division 6200 Bridge Point Parkway, Suite 400

Austin, Texas 78730-5006 Bus: 800--723-5555 x 5584

Fax: 512-703-5564 E-mail: sbyrnes@newyorklifeltc.com

www.newyorklifeltc.com

Susan Byrnes

Senior Contracts and Compliance Associate

June 5, 2008

Mr. John Shields
Officer in Charge of Health Compliance
Life and Health Division
Arkansas Department of Insurance
1200 West Third St.
Little Rock, AR 72201-1904

Re: New York Life Insurance Company

NAIC # 826-66915; FEIN # 13-5582869

Long-Term Care Advertising Form Number 370282CV

Dear Mr. Shields,

The above-captioned form is being submitted for your review. The form is new and does not replace any previously approved form.

We consider this advertising form an invitation to inquire. The form has general information on partnership programs for long-term care insurance. It is a concept paper that will be available to prospects, clients and businesses distributed by our agents or the Company directly.

We want to have the right to use this piece in other media as images of these pages including New York Life Insurance Company websites, New York Life agents' websites, or other websites advertising New York Life Insurance Company's long-term care insurance policies, such as a sponsoring organization (employer or association) website.

To the best of our knowledge and belief, this filing is complete and is intended to comply with the insurance laws and regulations of your jurisdiction. New York Life Insurance Company Advertising Filing: 370282CV June 4, 2008 Page 2

Should you have any questions or need additional information, please do not hesitate to contact me at 1-800-723-5555, ext. 5584. Thank you for your assistance.

Sincerely,

Susan Byrnes

Jusan Byrnes

Senior Contract Compliance Associate

Attachment(s)

Life, Accident & Health, Annuity, Credit Transmittal Document

1.	Prepared for the State of Arkansas							
2.	2. Department Use Only							
NT/A	State Tracking ID				-			
N/A								
	Insurer NAIC Group NAIC # FEIN # State #							
3.	Insurer Name & Address	Domici	ile	License Type	#	NAIC#	FEIN#	State #
	ork Life Insurance	New Y	ork	N/A		826-66915	13-5582869	
	Bridge Point Parkway							
Suite Austin	400 1, Texas 78730-5006							
4.	Contact Name & Address	Tele	phone	#	Fax#		E-mail Address	
	Byrnes		_	5555 x 5584	512-703-5575		sbyrnes@newyo	orklifeltc.com
	York Life Insurance Company Bridge Point Parkway							
	in, Texas 78730-5006							
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5.	Requested Filing Mode			• •	plain):	_		
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8.	Market				☐ Small ☐ Large ☐ Small and Large			Small and Large
0.	Market		Group		Employer Association Blanket			
					☐ Discretionary ☐ Trust ☐ Other:			
9.	Type of Insurance		LTC 0	3I Individual Lo				
10.	Product Coding Matrix							
10.	Filing Code			3I.001 Qualifie	<u>u</u>			
			FORMS Policy Outline of Coverage Certificate					
				Application/Enro	ollment 🔲 F	Rider/Endorse:		Advertising
Schedule of Benefits Other Rates								
	□ New Rate □ Revised Rate							
11. Submitted Documents			_		R THAN FORM	OR RATE:		
				se explain:	CUMENTATIO)N		
			Ar	ticles of Incorpo	ration	Third Pa	rty Authorization	ı
				sociation Bylaw			greements	
			Statement of Variability Certifications Actuarial Memorandum					
			Otl	her				

	e March 1, 2007	I				
12.	Filing Submission Date	June 5, 2008				
13.	Filing Fee	Amount	\$25.00	Check Date		
	(If required)	Retaliatory	Yes No	Check Number		
14.	Date of Domiciliary Approval	N/A				
15.	Filing Description:					
	 Filing Description: The above-captioned form is being submitted for your review. The form is new and does not replace any previously approved form. We consider this advertising form an invitation to inquire. The form has general information on partnership programs for long-term care insurance. It is a concept paper that will be available to prospects, clients and businesses distributed by our agents or the Company directly. We want to have the right to use this piece in other media as images of these pages including New York Life Insurance Company websites, New York Life agents' websites, or other websites advertising New York Life Insurance Company's long-term care insurance policies, such as a sponsoring organization (employer or association website. To the best of our knowledge and belief, this filing is complete and is intended to comply with the insurance laws and regulations of your jurisdiction. Should you have any questions or need additional information, please do not hesitate to contact me at 1-800-723-5555, ext. 5584. Thank you for your assistance. Sincerely, Susan Byrnes Senior Contract Compliance Associate Attachment(s) 					
appli	Certification (If required) REBY CERTIFY that I have reviewed a statutory provisions for the NameMichael Francescone		nsas	for this filing, and complies with all & Actuary		
Origi	nal SignatureMikul Trans	escone	Date <u>Jun</u>	e 5, 2008		

LHTD-1 Page 2 of 2

17.	17. Form Filing Attachment						
Thi	This filing transmittal is part of company tracking number N/A						
Thi	s filing corresponds to rate filing cor	npany tracking number	N/A				
	Document Name	Form Number		Replaced Form Number			
	Description			Previous State Filing			
				Number			
~ -		A=0.40.4 CVT7					

	Document Name	Form Number		Replaced Form Number
	Description			Previous State Filing Number
01	Concept Paper-Partnership Program Advertising	370282CV		N/A N/A
02			☐ Initial ☐ Revised ☐ Other	
03			☐ Initial ☐ Revised ☐ Other	
04			☐ Initial ☐ Revised ☐ Other	
05			☐ Initial ☐ Revised ☐ Other	
06			☐ Initial ☐ Revised ☐ Other	
07			☐ Initial ☐ Revised ☐ Other	
08			☐ Initial ☐ Revised ☐ Other	
09			☐ Initial ☐ Revised ☐ Other	
10			☐ Initial ☐ Revised ☐ Other	
11			☐ Initial ☐ Revised ☐ Other	
12			☐ Initial ☐ Revised ☐ Other	

LH-FFA-1

13		☐ Initial ☐ Revised ☐ Other	
14		☐ Initial ☐ Revised ☐ Other	N/A N/A
15		☐ Initial ☐ Revised ☐ Other	N/A N/A
16		☐ Initial ☐ Revised ☐ Other	N/A N/A
17		☐ Initial ☐ Revised ☐ Other	N/A N/A
18		☐ Initial ☐ Revised ☐ Other	N/A N/A
19		☐ Initial ☐ Revised ☐ Other	N/A N/A
20		☐ Initial ☐ Revised ☐ Other	N/A N/A
21		☐ Initial ☐ Revised ☐ Other	N/A N/A
22		☐ Initial ☐ Revised ☐ Other	N/A N/A
23		☐ Initial ☐ Revised ☐ Other	N/A N N/A N/A /A
24		☐ Initial ☐ Revised ☐ Other	N/A N/A
25		☐ Initial ☐ Revised ☐ Other	N/A N/A
26		☐ Initial ☐ Revised ☐ Other	N/A N/A

LH-FFA-2

18.		Rate Filing Att	ttachment
This filing transmittal is part of company tracking number			N/A
This filing corresponds to form filing company tracking number			N/A
Overall percentage rate indication (when applicable)			N/A
Ove	rall percentage rate impact for this filin	g	%
	Document Name	Affected Form Numbers	Previous State Filing Number
	Description	Numbers	
01			□ New N/A
]	Revised
			Request +%%
			Other
02			New
			Revised
			Request +%%
0.0			Other
03			□ New
			Revised
			Request +%%
04			New New
0-			Revised
			Request +%%
			Other
05			New
			Revised
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08			New
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09			New
			Revised
			Request +%%
			Other
10			New
			Revised
			Request +%%
			Other

LH RFA-1

ARKANSAS INSURANCE DEPARTMENT



Mike Pickens Commissioner 1200 West Third Street Little Rock, AR 77201-1904 1-501-371-2600 1-800-282-9134 Fax 1-501-371-2618

____x\$100=____

ATTN: LIFE & HEALTH DIVISION, ARKANSAS INSURANCE DEPARTMENT					
Company Name: New York Life Insurance Company_					
Company NAIC Code: 66915_ Company Contact Person & Telephone #_Susan Byrnes, 1-800-723-	5555, ext. 5584				
INSURANCE DEPARTMENT USE ONLY					
ANALYST:AMOUNT:	ROUTE SLIP:				
ALL FEES ARE PER EACH INSURER, PER ANNUAL S' UNLESS OTHERWISE INDICATED.	FATEMENT LINE OF BUSINESS,				
FEE SCHEDULE FOR ADMITTEI	O INSURERS				
RATE/FORM FILINGS					
Life and /or Disability policy form filing and review, per each policy, contract, annuity form, per each insurer, per each filing.	*x\$ 50= **Retaliatory				
Life and/or Disability - Filing and review of each rate filing or loss ratio guarantee filing per each insurer.	*x\$ 50= **Retaliatory				
Life and/or Disability Policy, Contract or Annuity Forms: Filing and review of each certificate, rider, endorsement or application if each is filed separately from the basic form.	*x\$ 20= **Retaliatory				
Life and/or Disability: Filing and review of Insurer's advertisements, per advertisement, per each insurer. * 1x\$ 25=\$25.0 **Retaliatory					
AMEND CERTIFICATE OF AUTHORITY					
Review and processing of information to amend an Insurer's Certificate of Authority. *x\$400=					

- * THESE FEES ARE PAYABLE UNDER THE NEW FEE SCHEDULE AS AOUTLINED UNDER RULE AND REGULATION 57.
- ** THESE FEES ARE PAYABLE UNDER THE OLD FEE SCHEDULE AS OUTLINED UNDER ARK. CODE ANN. 23-65-102, RETALIATORY TAX.
- *** THESE FEES ARE PAYABLE AS REQUIRED IN ARK. CODE ANN §23-61-401

Filing to amend Certificate of Authority.